

WKMG

ORDER

Print Date 08/20/12 Page 1 of 2

Flight Dates 08/20/12-09/07/12

Order Sep 00:15:00

Contract / Revision 257181 /

257181

Product

RPOF 3 PAC

Original Date / Revision

08/17/12 08/17/12

Agency Com 15%

Billing Contact

Advertiser **POL/RPOF 3 PACK//R/STR/F**

**235 E. Virginia St.
Tallahassee, FL 32301**

Agency **Southern Campaign Resource**

Buying Contact

Sales Office PHI

Sales Region NAT

Agency Ref

235 E. Virginia St.

Tallahassee, FL 32301

Estimate #

Alt Order # 06285448

| | |
|--------------|------|
| Billing Type | Cash |
|--------------|------|

| | |
|------------|---------|
| Order Type | GENERAL |
|------------|---------|

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

| Rev Codes | AGY | POL | GEN |
|-----------|-----|-----|-----|
|-----------|-----|-----|-----|

Product Codes PL-Candidate

Priority P-3

Advertiser Ref

Primary Account Executive

Kristen Waskie

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
|-------------------|--------|------------|----------|

| | |
|----------------|------|
| Kristen Waskie | 100% |
|----------------|------|

Order Share 100% Market Value 24800

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE | % | 0 |
| WESH | % | 0 |
| WFTV | % | 0 |
| WKCF | % | 0 |
| WOFL | % | 0 |
| WOPX | % | 0 |
| WRBW | % | 0 |
| WRDQ | % | 0 |

Order Totals

| Month | # of Spots | Net Amount | Gross Amount | Rating |
|----------------|------------|--------------------|--------------------|-------------|
| August 2012 | 5 | \$6,120.00 | \$7,200.00 | 0.00 |
| September 2012 | 13 | \$14,960.00 | \$17,600.00 | 0.00 |
| Totals | 18 | \$21,080.00 | \$24,800.00 | 0.00 |

Billing Plan

| Start Date | End Date | # Spots | Net Amount | Gross Amount |
|------------|----------|---------|-------------|--------------|
| 07/30/12 | 08/26/12 | 5 | \$6,120.00 | \$7,200.00 |
| 08/27/12 | 09/07/12 | 13 | \$14,960.00 | \$17,600.00 |

| | | | | | | | | | | | | | Totals | | |
|-------|------|-------------------|-----------------|--------------------------|-------|----------------|-------------------|-----|-------------|------------|---------------|----------|--------|------------|--|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg Type | Spots | Amount | |
| E 1 | WKMG | 08/21/12 | 08/23/12 | Local 6 News 12-1230p CM | | 12-1230p | -T-T--- | :30 | 2 | \$800.00 | P-3 | 0.00 NM | 2 | \$1,600.00 | |
| | | | | Local 6 News 12-1230p | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/20/12 | 08/26/12 | -T-T--- | | | 2 | | \$800.00 | | 0.00 | | | | |
| E 2 | WKMG | 08/22/12 | 08/22/12 | News at 6p CM | | 6-630p | --1---- | :30 | 1 | \$1,200.00 | P-3 | 0.00 NM | 1 | \$1,200.00 | |
| | | | | News at 6p | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/20/12 | 08/26/12 | --1---- | | | 1 | | \$1,200.00 | | 0.00 | | | | |
| E 3 | WKMG | 08/20/12 | 08/23/12 | M-SU 11p News CM | | 11-1135p | M--T--- | :30 | 2 | \$2,200.00 | P-3 | 0.00 NM | 2 | \$4,400.00 | |
| | | | | M-SU 11p News | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 08/20/12 | 08/26/12 | M--T--- | | | 2 | | \$2,200.00 | | 0.00 | | | | |
| E 4 | WKMG | 08/28/12 | 08/30/12 | Local 6 News 12-1230p CM | | 12-1230p | -TWT--- | :30 | 3 | \$800.00 | P-3 | 0.00 NM | 3 | \$2,400.00 | |
| | | | | Local 6 News 12-1230p | | | | | | | | | | | |



WKMG

Print Date: 08/20/12

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Contract / Revision **257181** Flight Dates **08/20/12-09/07/12**

Hiatus Dates

Original Date / Revision 08/17/12/ 08/17/12

Order Sep 00:15:00

Advertiser **POL/RPOF 3 PACK//R/STR/** Product **RPOF 3 PAC**

Estimate #

| | | | | | | | | | | | | | Totals | |
|-------|------|-------------------|-----------------|---|-------|-------------------|---------|-----|-------------|------------|-----|---------------|--------|----------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg Type | Spots | Amount |
| E 4 | WKMG | 08/28/12 | 08/30/12 | Local 6 News 12-1230p CM Local 6 News 12-1230p | | 12-1230p | -TWT--- | :30 | 3 | \$800.00 | P-3 | 0.00 NM | 3 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | |
| Week: | | 08/27/12 | 09/02/12 | -TWT--- | | 3 | | | \$800.00 | | | 0.00 | | |
| E 5 | WKMG | 08/27/12 | 08/31/12 | News at 6p News at 6p | CM | 6-630p | M---F-- | :30 | 2 | \$1,200.00 | P-3 | 0.00 NM | 2 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | |
| Week: | | 08/27/12 | 09/02/12 | M---F-- | | 2 | | | \$1,200.00 | | | 0.00 | | |
| E 6 | WKMG | 08/29/12 | 08/30/12 | M-F 11p News M-F 11p News | CM | 11-1135p | --WT--- | :30 | 2 | \$2,200.00 | P-3 | 0.00 NM | 2 | \$4,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | |
| Week: | | 08/27/12 | 09/02/12 | --WT--- | | 2 | | | \$2,200.00 | | | 0.00 | | |
| E 7 | WKMG | 09/04/12 | 09/07/12 | Local 6 News 12-1230p CM Local 6 News 12-1230p | | 12-1230p | -T--F-- | :30 | 2 | \$800.00 | P-3 | 0.00 NM | 2 | \$1,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | |
| Week: | | 09/03/12 | 09/09/12 | -T--F-- | | 2 | | | \$800.00 | | | 0.00 | | |
| E 8 | WKMG | 09/03/12 | 09/05/12 | News at 6p News at 6p | CM | 6-630p | M-W---- | :30 | 2 | \$1,200.00 | P-3 | 0.00 NM | 2 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | |
| Week: | | 09/03/12 | 09/09/12 | M-W---- | | 2 | | | \$1,200.00 | | | 0.00 | | |
| E 9 | WKMG | 09/03/12 | 09/06/12 | M-SU 11p News M-SU 11p News | CM | 11-1135p | M--T--- | :30 | 2 | \$2,200.00 | P-3 | 0.00 NM | 2 | \$4,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | |
| Week: | | 09/03/12 | 09/09/12 | M--T--- | | 2 | | | \$2,200.00 | | | 0.00 | | |
| | | | | | | | | | | | | | Totals | 18 \$24,800.00 |